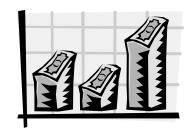
KOFA HIGH SCHOOL SOCIAL SCIENCES DEPARTMENT ECONOMICS

VIDEO STUDY GUIDE # 1 - INNOVATORS - PART 1



TERMS THAT YOU MAY NEED INFORMATION ON:

- 1. OUADRACYCLE EXPERIMENTAL CAR BUILT BY HENRY FORD
- 2. ANTI-SEMITIC PREJUDICE AGAINST / DISLIKE OF JEWS
- 3. TUNNEL VISION PREVIOUS CONDITIONS (IN THIS CASE HENRY FORD'S SUCCESS) INHIBITS A PERSON'S ABILITY TO ADAPT TO NEW SITUATIONS
- 4. RCA RADIO CORPORATION OF AMERICA
- 5. MARCONI TELEGRAPH THE FIRST RADIO COMPANY
- 6. FCC FEDERAL COMMUNICATIONS COMMISSION > UNITED STATES
 FEDERAL GOVERNMENT AGENCY RESPONSIBLE FOR RULES AND
 REGULATIONS REGARDING COMMUNICATIONS
- 7. PHILANTROPIST PERSON WHO CONTINUALLY DONATES LARGE PORTIONS OF THEIR WEALTH TO CHARITABLE OR SOCIAL DEVELOPMENT CAUSES
- 8. ENTREPRENEURER A PROFIT SEEKING DECISION MAKER AND RISK TAKER WHO ORGANIZES AN ENTERPRISE AND ASSUMES THE RISK OF ITS OPERATION

** STORY # 1 - HENRY FORD

BY 1918 WHAT HAD BECOME THE BEST SELLING CAR IN THE UNITED STATES ?

HENRY FORD'S FIRST JOB OF SIGNIFICANCE IN DETROIT WAS AS THE CHIEF ENGINEER AT WHAT COMPANY?

WHAT EXPERIMENTAL PRODUCT DID HENRY FORD BUILD WHILE WORKING FOR THE EDISON ELECTRIC COMPANY?

HENRY FORD'S VISION WAS TO MAKE A CAR THAT EVERY FAMILY COULD AFFORD, HOWEVER HIS FIRST CAR WAS EXPENSIVE BEING PRICED AT \$ 850.00. THIS WAS MORE THAN THE AVERAGE FAMILY MADE IN A

THERE WERE 2 KEYS TO LOWERING THE PRICE OF THE CAR:		
1.	THE	METHOD OF PRODUCTION
	ALLOWED FOR GREATER _	
2.	THE FOCUS ON PRODUCING	G A OF
	CAR DROVE PRODUCTION	DOWN
TWO YEA	IRS AFTER THE FORD MOTOR	COMPANY WAS CREATED THE
COMPANI	Y HAD CUT PRODUCTION TIME	E FOR A SINGLE CAR FROM A
	<i>TO</i>	
PROBLEM OF THE A AND TRA	M KEEPING WORKERS. IN FAC PEOPLE HE HIRED. CONTINUA IN THEM COST A GREAT AMO	ING AND FORD WAS HAVING A THE WAS ONLY ABLE TO KEEP 10 % THE HAVING TO HIRE NEW WORKERS OUNT OF MONEY. WHAT TO STABLIZE HIS WORKFORCE?
RETRAIN		RKFORCE WAS AND NOT HAVING TO S COST OF PRODUCTION AND ALLOWED TO
\$ 100. DRG		SOON FOUND OUT THAT FOR EVERY WAS ABLE TO CAPTURE
		Y AND THE SUCCESS OF THE FORD EXPANSION
	BECAME THE RICHEST MAN TRY TO DO AND FAIL AT ?	IN AMERICA, WHAT 2 OTHER THINGS

FORD ALSO PUBLISHED A NEWSPAPER AND WAS CRITICIZED FOR HIS VIEWS
AFTER PRODUCING 15 MILLION OF THE "MODEL T" CARS, IN THE 1920 S THE COMPETITION FINALLY CAUGHT UP WITH FORD BECAUSE HE WAS SUFFERING FROM "TUNNEL VISION". WHAT DID HE FINALLY INTRODUCE IN 1927?
FORD WAS AN EARLY INNOVATOR REGARDING LABOR RELATIONS AND WAS SEEN AS THE "HERO OF THE WORKING MAN". WITH THE RISE OF LABOR UNIONS, WHAT HAPPENED TO FORD'S ATTITUDE REGARDING LABOR?
UPON HIS DEATH FORD DONATED GREAT SUMS OF HIS WEALTH TO CHARIT AND CREATED THE FORD FOUNDATION. TODAY THIS FOUNDATION IS THE RICHEST IN THE WORLD
** STORY # 2 > DAVID SARNOFF
WHAT DID RCA INTRODUCE TO THE WORLD IN 1939 ?
WHAT COUNTRY DID SARNOFF COME FROM ?
WHAT COMPANY DID SARNOFF GO TO WORK FOR, AND MAKE A BIG IMPRESSION AT, AT AGE 15 ?
SARNOFF SAW THE POTENTIAL OF APPLYING TELEGRAPH TECHNOLOGY TO TRANSMIT VOICE. HE EFFECTIVELY WAS VISUALIZING THE INDUSTRY
SARNOFF PLAYED AN IMPORTANT ROLE IN CREATING THEBOX
HOWEVER, IT WAS HIS UNDERSTANDING THAT THE HARDWARE TECHNOLOGY (THE RADIO MUSIC BOX) NEEDED
SARNOFF WAS TRULY A VISIONARY AS HE WAS THE FIRST TO SEE THE NEED FOR AND CREATE A BROADCAST NETWORK. WHAT WAS THE FIRST NETWORK CALLED?

DURING WORLD WAR II SARNOFF WAS MADE AN HONORARY BRIGADIER GENERAL. WHAT VERY IMPORTANT TASK WAS HE GIVEN REGARDING THE "D - DAY INVASION"?

AFTER THE WAR IN 1946 RCA REINTRODUCED THE TV AT \$ 375. HOW MANY SETS DID RCA SELL IN 4 YEARS?

IN SPEECHES LATE IN HIS CAREER, WHAT 3 THINGS DID SARNOFF PREDICT THE DEVELOPMENT OF ?

- 1.
- *2*.
- *3*.